Online Course:

Environmental Communication:
Research Into Practice

This course explores how the most relevant research and theory from communication, psychology, sociology, and political science can be used to improve the practice of environmental and sustainability communication. Participants get an overview of the field as we examine how language, images, narratives, values, frames and media come together in advocacy and social marketing campaigns, and other forms of public participation for environmental protection. We consider how communication is used to accomplish practical goals, as well as how it affects people's beliefs about nature and environmental affairs. To do this we use readings, examples, cases, recorded lectures, discussions and other activities. Participants have the opportunity to work on communication projects that are relevant to their specific interests.

"This isn't just another course on effective communication. It's not about how to write compelling copy or design a stunning advocacy ad. It's deeper than that.

This course will help you to understand the unique and sometimes near-impossible challenges of communicating well around environmental affairs and sustainability.

We'll show you why much environmental communication today is not as effective as it could be, and is all too often counter-productive.

And we'll give you the information and critical perspective you need to make better communication choices."

- Mark Meisner, Ph.D., Executive Director

"I have been working in the environmental field for more than 35 years and for the last 5 years on climate change communication. As a practitioner, I took The IECA course on Environmental Communication to make sure that I did not miss important elements of environmental communication and to ensure that the process is carried out efficiently. I value the course for its systematic way of explaining the materials from basic theories to examples of their application." - Participant

THIS COURSE IS FOR:

- **Environmental communication professionals** who want to brush up or catch up
- **Environmental policy & science professionals** who need to improve their communication
- **Students** (graduate or senior undergraduate) in communication, environmental studies and sciences, or other fields who don't have access to such a course at their school
- **Concerned citizens** who want to become more involved in advocacy and public participation in environmental affairs

Course participants come from all over the world.

Begins in January and September. For more information, please visit: https://theieca.org/ecrip

IECA

TheIECA.org

ONE-PLANETTALKING

The International Environmental Communication Association